

WHAT IS CLAIMED IS:

- 1 1. A method for generating information for an online advertisement, the method
2 comprising:
 - 3 a) generating a search result using a search query and an index of advertiser
4 Web page information; and
 - 5 b) determining at least one of (A) landing page information and (B) ad creative
6 information using the search result.
- 1 2. The method of claim 1 wherein the ad creative information is determined using
2 information excerpted from an advertiser Web page.
- 1 3. The method of claim 1 wherein the ad creative information is determined using a text
2 snippet of the search result.
- 1 4. The method of claim 1 wherein the ad creative includes information excerpted from
2 an advertiser Web page.
- 1 5. The method of claim 1 wherein the landing page information is a URL included in the
2 search result.
- 1 6. The method of claim 1 further comprising:
 - 2 c) generating an ad using the determined at least one of a landing page
3 information and ad creative information; and
 - 4 d) generating a search result page including
 - 5 i) at least one search result corresponding to the search query, and
6 ii) the generated ad.
- 1 7. A method for generating information for an online advertisement, the method
2 comprising:
 - 3 a) accepting a list of products or services;

- 4 b) accepting one or more advertiser Web pages; and
- 5 c) determining at least one of (A) landing page information, (B) serving
- 6 constraint information, and (C) ad creative information, using the accepted list
- 7 and the accepted one or more advertiser Web pages.

1 8. The method of claim 7 wherein the landing page information is a link to one of the
2 advertiser Web pages that includes one of the products or services on the list.

1 9. The method of claim 7 wherein the serving constraint information includes a product
2 or service name of one of the products or services on the list that was found on one of
3 the advertiser Web pages.

1 10. The method of claim 7 wherein the ad creative includes a product or service name
2 of one of the products or services on the list that was found on one of the advertiser
3 Web pages.

1 11. The method of claim 7 wherein the landing page information is a link to one of the
2 advertiser Web pages that includes one of the products or services on the list, and
3 wherein the serving constraint information includes a product or service name of
4 the one of the products or services on the list that was found on the one of the
5 advertiser Web pages.

1 12. The method of claim 7 wherein the landing page information is a link to one of the
2 advertiser Web pages that includes one of the products or services on the list, and
3 wherein the ad creative includes a product or service name of the one of the
4 products or services on the list that was found on one of the advertiser Web pages.

1 13. The method of claim 7 wherein the serving constraint information includes a
2 product or service name of one of the products or services on the list that was found on
3 one of the advertiser Web pages, and
4 wherein the ad creative includes the product or service name.

1 14. The method of claim 7 wherein the landing page information is a link to one of the
2 advertiser Web pages that includes one of the products or services on the list,
3 wherein the ad creative includes a product or service name of the one of the
4 products or services on the list that was found on one of the advertiser Web pages, and
5 wherein the serving constraint information includes the product or service name.

1 15. A method for generating information for an online advertisement, the method
2 comprising:

- 3 a) accepting Web content including a URL and a product or service name;
4 b) extracting information from the accepted Web content; and
5 c) determining at least one of (A) landing page information, (B) serving
6 constraint information, and (C) ad creative information, using the extracted
7 information.

1 16. The method of claim 15 wherein extracted information includes the URL included in
2 the accepted Web content, and
3 wherein the landing page information includes the URL.

1 17. The method of claim 15 wherein the extracted information includes the product or
2 service name included in the accepted Web content, and
3 wherein the serving constraint information includes the product or service name.

1 18. The method of claim 15 wherein the extracted information includes the product or
2 service name included in the accepted Web content, and
3 wherein the ad creative information includes the product or service name.

1 19. The method of claim 15 wherein the Web content is non-advertisement information.

1 20. The method of claim 15 wherein the Web content is a discussion group Web page.

1 21. A method for generating information for an online advertisement, the method
2 comprising:

- 3 a) accepting information from an existing online ad and information from a Web
4 page with which the existing online ad was served;
- 5 b) determining serving constraint information using the accepted information
6 from the Web page; and
- 7 c) determining at least one of (A) landing page information, and (B) ad creative
8 information using the accepted information from the existing online ad.

1 22. The method of claim 21 wherein the serving constraint information includes
2 concepts extracted from the Web page information.

1 23. The method of claim 21 wherein the serving constraint information includes
2 relevance information determined from the Web page information.

1 24. A method for generating information for an online advertisement, the method
2 comprising:

- 3 a) accepting an offline advertisement;
- 4 b) converting the accepted offline advertisement to an electronic form including
5 text; and
- 6 c) determining at least one of (A) landing page information, (B) serving
7 constraint information, and (C) ad creative information, using the text included in
8 the electronic form of the offline advertisement.

1 25. A method for generating information for an online advertisement, the method
2 comprising:

- 3 a) accepting an offline advertisement;
- 4 b) converting the accepted offline advertisement to an electronic form including
5 text;
- 6 c) extracting a document identifier from the text included in the electronic form of
7 the offline advertisement;

- d) accepting a list of products or services;
- e) accepting one or more advertiser Web pages using the extracted document identifier; and
- f) determining at least one of (A) landing page information, (B) serving constraint information, and (C) ad creative information, using the accepted list and the accepted one or more advertiser Web pages.

26. The method of claim 25 wherein the landing page information is a link to one of the advertiser Web pages that includes one of the products or services on the list.

27. The method of claim 25 wherein the serving constraint information includes a product or service name of one of the products or services on the list that was found on one of the advertiser Web pages.

28. The method of claim 25 wherein the ad creative includes a product or service name of one of the products or services on the list that was found on one of the advertiser Web pages.

29. Apparatus for generating information for an online advertisement, the apparatus comprising:

- a) means for generating a search result using a search query and an index of advertiser Web page information; and
- b) means for determining at least one of (A) landing page information and (B) ad creative information using the search result.

30. The apparatus of claim 29 wherein the ad creative information is determined using information excerpted from an advertiser Web page.

31. The apparatus of claim 29 wherein the ad creative information is determined using a text snippet of the search result.

1 32. The apparatus of claim 29 wherein the ad creative includes information excerpted
2 from an advertiser Web page.

1 33. The apparatus of claim 29 wherein the landing page information is a URL included
2 in the search result.

1 34. The apparatus of claim 29 further comprising:

2 c) means for generating an ad using the determined at least one of a landing
3 page information and ad creative information; and

4 d) means for generating a search result page including

5 i) at least one search result corresponding to the search query, and

6 ii) the generated ad.

1 35. Apparatus for generating information for an online advertisement, the apparatus
2 comprising:

3 a) an input for accepting

4 i) a list of products or services, and

5 ii) one or more advertiser Web pages; and

6 b) means for determining at least one of (A) landing page information, (B)
7 serving constraint information, and (C) ad creative information, using the
8 accepted list and the accepted one or more advertiser Web pages.

1 36. The apparatus of claim 35 wherein the landing page information is a link to one of
2 the advertiser Web pages that includes one of the products or services on the list.

1 37. The apparatus of claim 35 wherein the serving constraint information includes a
2 product or service name of one of the products or services on the list that was found on
3 one of the advertiser Web pages.

1 38. The apparatus of claim 35 wherein the ad creative includes a product or service
2 name of one of the products or services on the list that was found on one of the
3 advertiser Web pages.

1 39. The apparatus of claim 35 wherein the landing page information is a link to one of
2 the advertiser Web pages that includes one of the products or services on the list, and
3 wherein the serving constraint information includes a product or service name of
4 the one of the products or services on the list that was found on the one of the
5 advertiser Web pages.

1 40. The apparatus of claim 35 wherein the landing page information is a link to one of
2 the advertiser Web pages that includes one of the products or services on the list, and
3 wherein the ad creative includes a product or service name of the one of the
4 products or services on the list that was found on one of the advertiser Web pages.

1 41. The apparatus of claim 35 wherein the serving constraint information includes a
2 product or service name of one of the products or services on the list that was found on
3 one of the advertiser Web pages, and
4 wherein the ad creative includes the product or service name.

1 42. The apparatus of claim 35 wherein the landing page information is a link to one of
2 the advertiser Web pages that includes one of the products or services on the list,
3 wherein the ad creative includes a product or service name of the one of the
4 products or services on the list that was found on one of the advertiser Web pages, and
5 wherein the serving constraint information includes the product or service name.

1 43. Apparatus for generating information for an online advertisement, the apparatus
2 comprising:
3 a) an input for accepting Web content including a URL and a product or service
4 name;
5 b) means for extracting information from the accepted Web content; and

6 c) means for determining at least one of (A) landing page information, (B)
7 serving constraint information, and (C) ad creative information, using the
8 extracted information.

1 44. The apparatus of claim 43 wherein extracted information includes the URL included
2 in the accepted Web content, and
3 wherein the landing page information includes the URL.

1 45. The apparatus of claim 43 wherein the extracted information includes the product or
2 service name included in the accepted Web content, and
3 wherein the serving constraint information includes the product or service name.

1 46. The apparatus of claim 43 wherein the extracted information includes the product or
2 service name included in the accepted Web content, and
3 wherein the ad creative information includes the product or service name.

1 47. The apparatus of claim 43 wherein the Web content is non-advertisement
2 information.

1 48. The apparatus of claim 43 wherein the Web content is a discussion group Web
2 page.

1 49. Apparatus for generating information for an online advertisement, the apparatus
2 comprising:

3 a) an input for accepting information from an existing online ad and information
4 from a Web page with which the existing online ad was served;

5 b) means for determining serving constraint information using the accepted
6 information from the Web page; and

7 c) means for determining at least one of (A) landing page information, and (B) ad
8 creative information using the accepted information from the existing online ad.

1 50. The apparatus of claim 49 wherein the serving constraint information includes
2 concepts extracted from the Web page information.

1 51. The apparatus of claim 49 wherein the serving constraint information includes
2 relevance information determined from the Web page information.

1 52. Apparatus for generating information for an online advertisement, the apparatus
2 comprising:

- 3 a) an input for accepting an offline advertisement;
- 4 b) means for converting the accepted offline advertisement to an electronic form
- 5 including text; and
- 6 c) means for determining at least one of (A) landing page information, (B)
- 7 serving constraint information, and (C) ad creative information, using the text
- 8 included in the electronic form of the offline advertisement.

1 53. Apparatus for generating information for an online advertisement, the apparatus
2 comprising:

- 3 a) an input for accepting
 - 4 i) an offline advertisement, and
 - 5 ii) a list of products or services;
- 6 b) means for converting the accepted offline advertisement to an electronic form
- 7 including text;
- 8 c) means for extracting a document identifier from the text included in the
- 9 electronic form of the offline advertisement, wherein the input further accepts one
- 10 or more advertiser Web pages using the extracted document identifier; and
- 11 d) means for determining at least one of (A) landing page information, (B)
- 12 serving constraint information, and (C) ad creative information, using the
- 13 accepted list and the accepted one or more advertiser Web pages.

1 54. The apparatus of claim 53 wherein the landing page information is a link to one of
2 the advertiser Web pages that includes one of the products or services on the list.

1 55. The apparatus of claim 53 wherein the serving constraint information includes a
2 product or service name of one of the products or services on the list that was found on
3 one of the advertiser Web pages.

1 56. The apparatus of claim 53 wherein the ad creative includes a product or service
2 name of one of the products or services on the list that was found on one of the
3 advertiser Web pages.